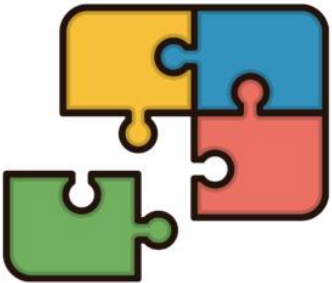


Downtown Connection Center (DCC) Beautification and Public Art Process

Fall 2021



Highlights of our best practices
to include the public and art in
early stages of the design



Inclusion of Stakeholders on the Selection Panel

Two Beautification and Public Art Commissioners

Staff member from Mountain Line

Southside Associate Planner, City of Flagstaff

Staff member from City Consultant AECOM

Owner of a Southside Business

Community member reared on the Southside & still working there

Approved Team: Laura Haddad & Tom Drugan (Formal RSOQ, City Council Approval December 2020)



Inclusion of community members & stakeholder prior to preliminary concept— opportunity to have the artist hear the stories and the significance of the place

- ☐ Photo Contest

- ☐ Community Survey

Photo Contest

❑ Was open to Flagstaff Residents

❑ Display of winners will be at the former Stronghold Coffee, now Foret soon

“This contest will help the Artists learn more about the Southside community, both the physical and social landscape by seeing how the community sees and reveals itself and the places that foster its unique identity. For each photo, please provide a sentence as to why or how the photo reveals something about the Southside.”

- 1) Photos of special places or features that “bring light” to the Southside.
- 2) Photos that represent community or connection in the Southside.
- 3) Photos that evoke going places, or the future of the Southside.



Community Forum Survey – Targeted Outreach

- ☐ Southside Community Association
- ☐ Southside Neighborhood Associations
- ☐ Boys and Girls Club
- ☐ Bike Groups
- ☐ Community Forum Members
- ☐ City of Flagstaff Sustainability Facebook Page

Received approximately 60 responses to
share with artists

Sample of Survey Questions

- ☐. What is your favorite aspect of Northern Arizona's or Flagstaff's landscape or history?
- ☐ What is the most fascinating discovery you've found on the Southside?
- ☐ What would you like to see in the Southside that is not there now, or what is there now which you would like to see more of?
- ☐ What would your ideal public transit or other experience be like at the new DCC Transit Facility?



Artist visit highlights May 11-13

- Community meeting with Southside residents on site on May 12th
- City Team for Rio de Flag
- Walking tour with historic preservation and Southside plan administrator
- Regional Hiking
- Lowell Observatory & other cultural centers

Art Master Plan Approach – Options vetted to Southside Stakeholder Group and Design team in June 2021



Five project ideas for discussion with Beautification and Public Art Commission (August 9, 2021), Southside Stakeholders Group and other community groups and associations (various dates September 2021)

